

EXHIBIT C

Paragraph No.	Conforming Amendment	Non-Conforming Amendment	Technical/Stylistic Amendments
¶ 1	Adding allegation specific to plaintiff		
¶ 9			Updating information on States' Complaint and pending federal legislation
¶ 11	Adding allegation specific to plaintiff		
¶ 15	Adding claim that survived Sept. 13 Order		
¶ 20	Adding allegation of individual harm to plaintiff		
¶ 24	Adding allegation specific to plaintiff		
¶ 28	Adding allegation specific to plaintiff		
¶ 37	Adding allegation that survived Sept. 13 Order		
¶ 42			Technical amendment to clarify that average CPMs are historical
¶ 44	Adding allegation specific to plaintiff		
¶ 45			Technical amendment to clarify terminology
¶ 46	Adding allegation that survived Sept. 13 Order		
¶¶ 53-54	Adding allegations that survived Sept. 13 Order		
¶¶ 55-56, 58-59	Adding allegations that survived Sept. 13 Order		
¶¶ 62-64	Adding allegations that survived Sept. 13 Order		
¶¶ 68-70	Adding allegations that survived Sept. 13 Order; adding allegations specific to plaintiff		

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¶¶ 72, 74	Adding allegations that survived Sept. 13 Order		
¶ 86	Adding allegation that survived Sept. 13 Order		
¶ 88	Adding allegation of individual harm to plaintiff		
¶ 89	Adding allegation that survived Sept. 13 Order		
¶ 94	Adding allegation specific to plaintiff		
¶ 96			Stylistic amendment
¶ 99	Adding allegation that survived Sept. 13 Order		
¶ 103	Adding allegation that survived Sept. 13 Order		
¶ 109	Adding allegation specific to plaintiff		
¶ 112			Stylistic amendment
¶ 113		Adding allegations related to hashing User IDs	
¶ 118			Stylistic amendments
¶ 121	Adding allegation that survived Sept. 13 Order		
¶ 123-24	Adding allegations specific to plaintiff; adding allegation that survived Sept. 13 Order		
¶ 125			Non-substantive structural amendment.
¶ 126	Adding allegation specific to plaintiff		
¶¶ 129-38	Adding allegations that survived Sept. 13 Order		
¶¶ 139-46	Adding allegations that survived Sept. 13 Order		

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¶ 157	Adding allegation that survived Sept. 13 Order		
¶¶ 158-64		Clarifying anticompetitive nature of Exchange Bidding	
¶¶ 165-70			Structural amendment: moving allegations from original complaint
¶¶ 171-76	Adding allegations that survived Sept. 13 Order		
¶¶ 177-81	Adding allegations that survived Sept. 13 Order		
¶¶ 182-87	Adding allegations that survived Sept. 13 Order		
¶¶ 188, 190			Superficial terminology amendments
¶¶ 193-200	Adding allegations related to claims that survived Sept. 13 Order; adding allegations of individual harm		
After ¶ 197	Removing allegations that did not survive Sept. 13 Order		
¶ 201	Adding allegation specific to plaintiff		
¶ 206			Superficial terminology amendment
¶ 208	Adding allegation specific to plaintiff		
¶ 209			Superficial terminology amendments
¶ 210		Adding allegation clarifying anticompetitive nature of AMP	
¶ 211	Adding allegation specific to plaintiff		

Paragraph No.	Conforming Amendment	Non-Conforming Amendment	Technical/Stylistic Amendments
¶ 220			Superficial amendment to correct cross-reference
¶ 222	Adding allegation specific to plaintiff		
¶ 223			Adding cross-references
¶ 224			Superficial terminology amendment
¶ 225	Adding allegation specific to plaintiff		
¶ 227	Adding allegation that survived Sept. 13 Order		
¶ 229			Adding factual detail about development in the ad server market
¶¶ 232-33	Adding allegation of individual harm to plaintiff		
¶¶ 236, 238			Superficial terminology amendment
¶¶ 239-40	Adding allegation of individual harm to plaintiff		
¶ 247	Adding allegations that survived Sept. 13 Order		
¶¶ 255-61	Adding claim that survived Sept. 13 Order		
¶ 264	Adding allegations regarding state law claims		